

Meeting Date: 1/13/09

AGENDA REPORT

City of Santa Clara, California

Agenda Item # 4A-10



Date: January 7, 2009

To: City Manager for Council Action

From: Senior Staff Aide

Subject: Request to approve and authorize the publication of the proposed *Mission City SCENES*/ March 2009

EXECUTIVE SUMMARY:

The March 2009 issue of Mission City SCENES is scheduled to include the following:

- Kiwanis/Lions Fish Derby
- Spring Recreation Classes
- Arbor Day/Earth Day
- Household Hazardous Waste Drop-Off Day
- Easter Egg Hunt

ADVANTAGES AND DISADVANTAGES OF ISSUE:

The *Mission City SCENES* provides timely and important information to citizens, including details about City events and programs, and updates of City activities. There are no recognized disadvantages.

ECONOMIC/FISCAL IMPACT:

Cost of printing the *Mission City SCENES* for one year is \$28,000 or roughly 4.5 cents for each insert printed. There is no additional postage cost for including the *SCENES* with utility bills. With the current one-page utility bills, there is sometimes sufficient postage to handle a second, additional insert without incurring increased postage costs.

RECOMMENDATION:

That the Council approve and authorize the publication of the proposed March 2009 *Mission City SCENES*.

Jashma Kadam
Senior Staff Aide

APPROVED:

Jennifer Sparacino
City Manager

Documents Related to this Report:

1) March 2009 *Mission City SCENES*

I:\Citymanagers\CMO Publications\Mission City SCENES\2009\March 2009

Cover



Fish Derby

On Saturday, April 25, children ages 3-11 can try their luck at fishing at the annual Fish Derby. This free event will be held from 6-11 a.m. at the Santa Clara Civic Center Plaza, near El Camino Real and Lincoln Avenue. The reflection pool will be transformed into a fishing pond filled with active, healthy trout for the children to catch. Rods and bait will be provided. The Santa Clara Kiwanis Club, Santa Clara Elks Club, Santa Clara Lions Club, Mission City Community Fund, and Santa Clara Parks & Recreation Department sponsor this event, with support from a variety of local community groups. Call the Parks & Recreation Department at 615-2260 for more information.

INSIDE –

- Arbor Day/Earth Day – April 24, 2009
- Household Hazardous Waste Drop-Off Day
- Spring Recreation Classes
- Easter Egg Hunt
- “Springboard Theatre” Musical Production – Disney’s Aladdin, Jr.

ARBOR DAY/EARTH DAY - APRIL 24, 2009

An award to Santa Clara as a "Tree City, U.S.A." will highlight the annual Arbor Day/Earth Day celebration on Friday, April 24 at 10 a.m. at the Triton Museum grounds at 1505 Warburton Avenue. This year marks the 21st year that the City of Santa Clara will receive a Tree City U.S.A award from the National Arbor Day Foundation, recognizing Santa Clara for its effective tree care program. The program includes an integrated pest management system, increased tree plantings, continuing education for City tree crews, and computerized irrigation for all landscaping throughout the City in public rights-of-way and medians. In past years, Santa Clara's tree programs have also resulted in the City receiving a Gold Leaf Award from the Western Chapter International Society of Arboriculture, one of only three awards given in California, Nevada, Arizona, and Hawaii. The Arbor Day/Earth Day event will include guest speakers, information on tree care, and ideas on things everyone can do to help preserve the earth's natural resources. VIP's on hand will include members of the City Council, the Parks & Recreation Commission, and children from local schools. For more information, call 615-3080.

HOUSEHOLD HAZARDOUS WASTE DROP-OFF DAY

The Countywide Household Hazardous Waste Program will conduct a household hazardous waste drop-off event in Santa Clara on April 25, 2009. Other drop-off events are scheduled throughout the County during the year. Call 299-7300 to make an appointment to attend any of the household hazardous waste drop-off events. Items that can be disposed of at the drop-off day include household cleaners, pesticides, herbicides, pharmaceuticals, paint products, car and household batteries, fluorescent bulbs and tubes, solvents, waste oil, automotive products, and Sharps containers. Ammunition, explosives, and radioactive materials will not be accepted.

SPRING RECREATION CLASSES

Start off your Spring with all of the fun activities offered by the Parks and Recreation Department! Registration is open now, and we have something for everyone's taste. Some of our new cooking classes for adults are: Japanese Cooking, Sushi Party, High Fiber, High Flavor, and Wrap & Roll. For children, we have fun classes such as Spring Fling, Mother's Day Gifts Galore, Little Hands in the Kitchen, My First Drum Class, Imagine Me, and more.

In addition to cooking and crafts, there is a wide selection of fitness, dance and sports programs offered. You might enjoy a Social Dance Series, Yoga, Cross Training, Zumba, or Baby Boot Camp (a stroller-based fitness class for new moms). If you love the great outdoors, sign up for Golf, Tennis or a Kayaking trip! Active programs for children include Gymnastics, Tennis, Soccer, Basketball, Skateboarding, Jumping for Joy, and more! See the City of Santa Clara Recreation Activities Guide for a complete listing of the programs being offered. Pick up a copy at the Community Recreation Center, Walter E. Schmidt Youth Activity Center, Teen Center, Senior Center, City Hall, Central Park Library, or the Mission Library Family Reading Center. The guide is also available online at: www.santaclaraca.gov.

You may sign up for classes online or by phone, providing instant registration. An account "PIN" number and "client barcode" are required before using either of these automated services. You may also register in person during regular business hours at the Community Recreation Center or Walter E. Schmidt Youth Activity Center. Call the Community Recreation Center, 615-3140, for more information.

EASTER EGG HUNT

On your mark...get set...go to the annual Easter Egg Hunt in Central Park. Now in its 35th year, the hunt is scheduled for Saturday, April 11, rain or shine, and will begin promptly at 10 a.m. with divisions for ages 2 and under, 3-4, 5-6, 7-8, and special needs. Parking is limited; you are encouraged to arrive early and take part in the pre-hunt activities that will start at 9 a.m. For a nominal fee, families will have the opportunity to participate in a petting zoo sponsored by the Homesteaders 4H, face painting by the Roberta Jones Junior Theatre, and photographs with the Easter Bunny. There will be a concession booth with tasty morning snacks for sale, too. Don't forget your Easter basket to place your candy in! This popular event is sponsored by the Santa Clara Kiwanis, Santa Clara Elks Lodge #2347, and the Santa Clara Parks & Recreation Department. Call 615-3140 for more information.

"SPRINGBOARD THEATRE" MUSICAL PRODUCTION – DISNEY'S ALADDIN, JR.

Young aspiring performers, ages 6-13, will have the chance to shine in this exciting production of Disney's Aladdin, Jr. Participants will receive training in acting, singing, and dancing as they prepare their own musical production! Class meets Wednesdays and Fridays from 4:30-6:30 p.m. starting April 1. Casting will take place at the first class, so sign up now! There is no need to audition. For parents who have never attended the Roberta Jones Junior Theatre parent meeting, there will be a required parent meeting on Tuesday, April 7 from 6-7 p.m. Performances will be on June 12 at 7 p.m., and June 13 and 14 at 2 p.m. Children, age 6-8, are welcome and encouraged to participate in both Springboard Theatre and Imagine Me, Too! Call 615-3161 for more information.